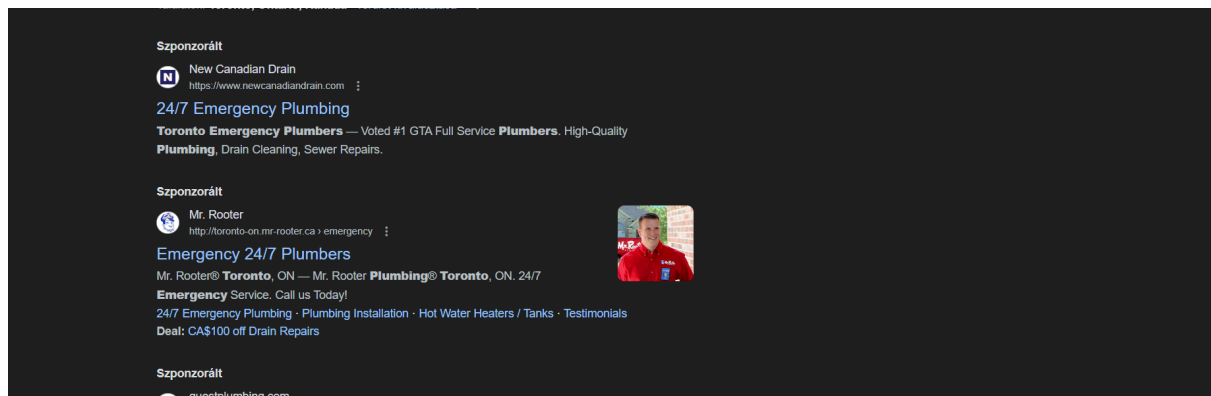


# Beginner Live Call #3

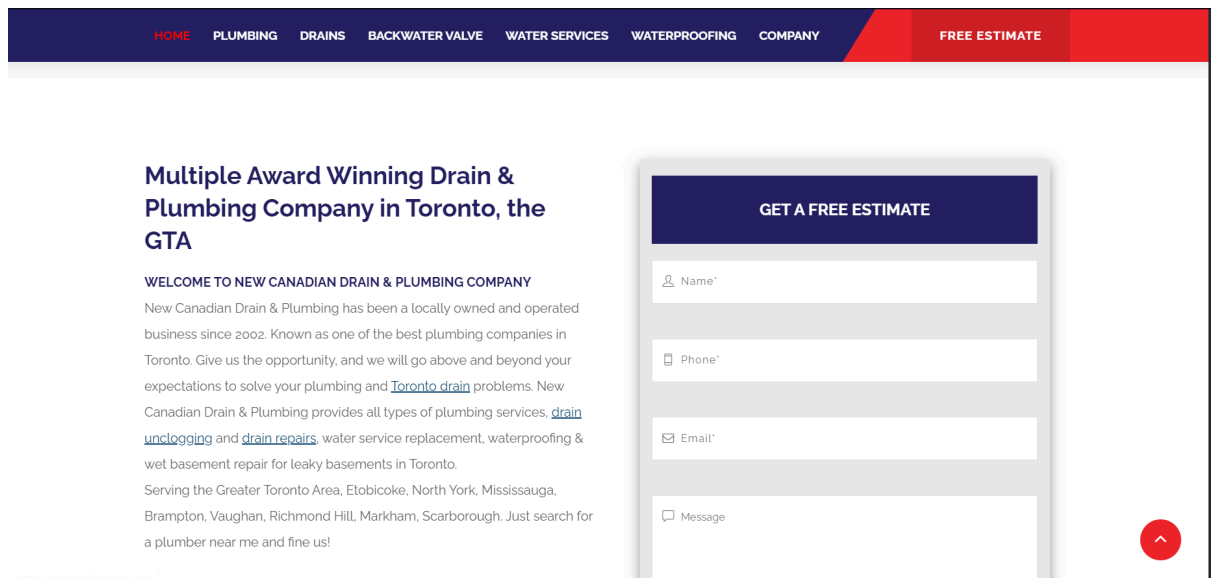
## Funnel #1:

**Use search engine to find info/ solution → Click on the best result → Read Content/ Sales Page → Buy/ CTA**

For this example, I have chosen to work with an emergency plumbing service from Toronto (top one)



- The reason I picked this is because it is sponsored and stands out. Also all the keywords are in the ad that I searched for.



- There is an early CTA at the beginning
- Also, the landing page says: “Multiple Award Winning...” → which increases the trust factor immediately

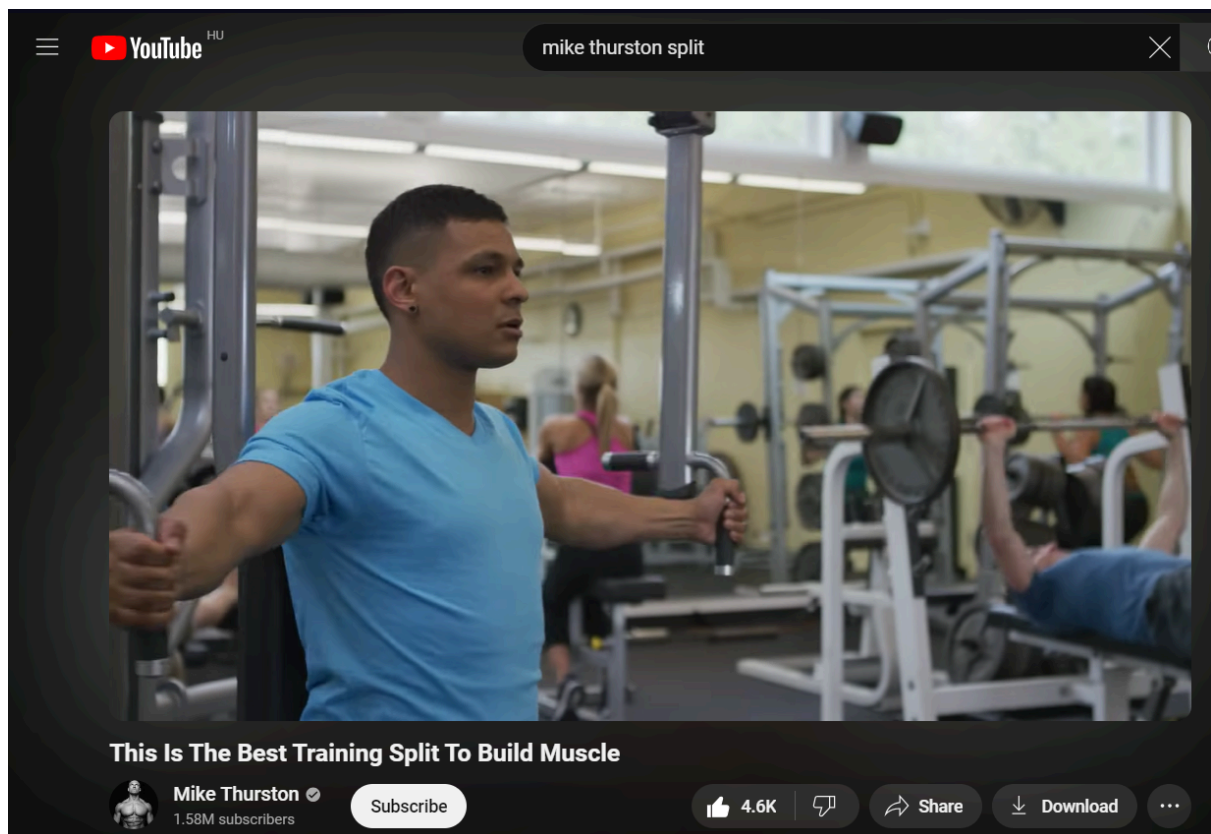
## Funnel #2:

***Scroll on feed → See interesting content → Check profile → Follow → Consume Valuable Content Over Time → CTA content direct to the Service → Buy / CTA***

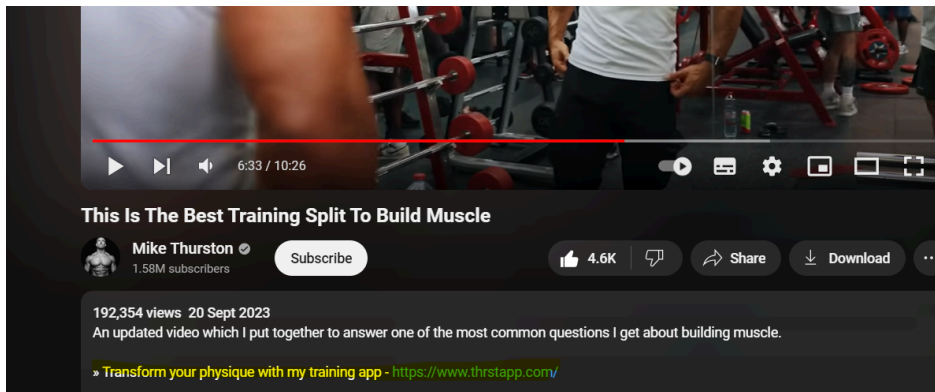
I would like to share here a personal experience:

I was actively searching for training videos, because my training schedule was a mess. I came across Mike Thurston. I followed him and consumed his content.

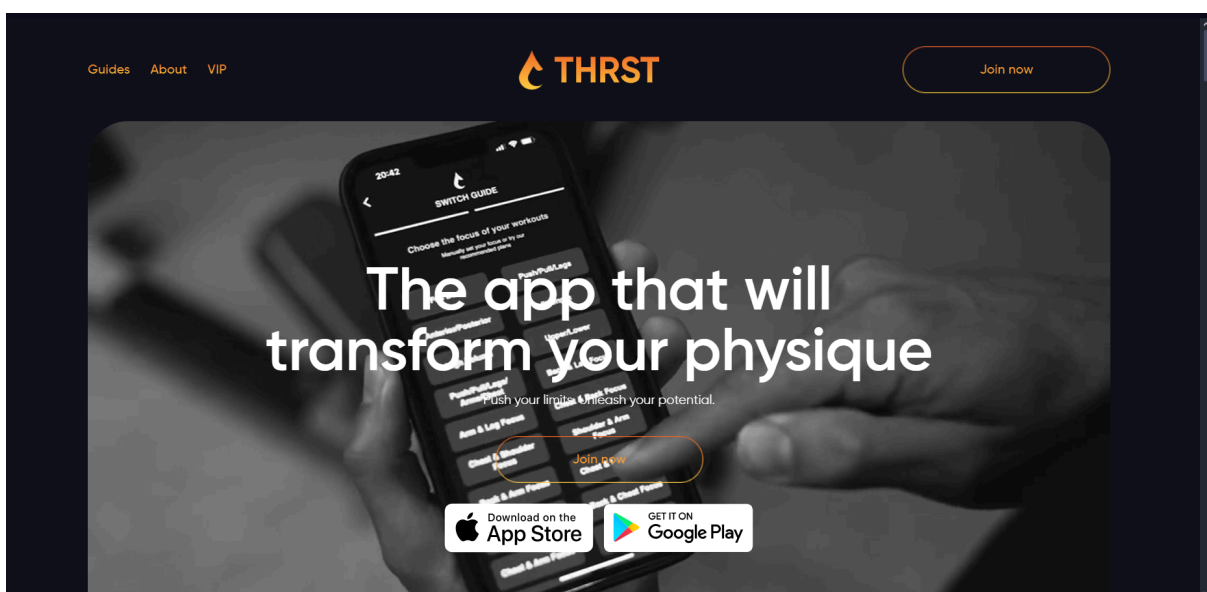
I saw a video from him:



In his videos, he shares interesting insights & useful tips about training



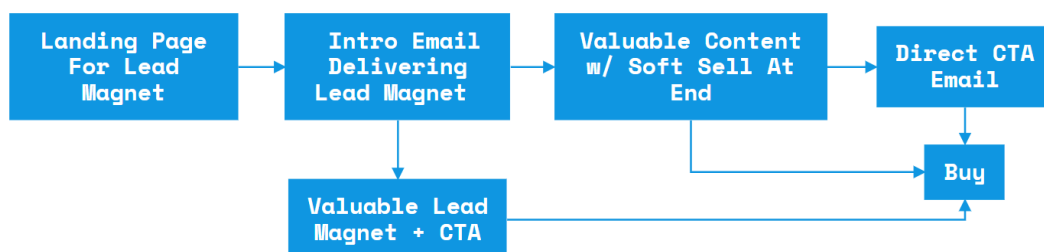
There was a CTA link to his program about he talked in the video



On his landing page, there is exactly the CTA button above.

This funnel really worked for me personally, to purchase a service from someone, who I appreciate as a credible figure.

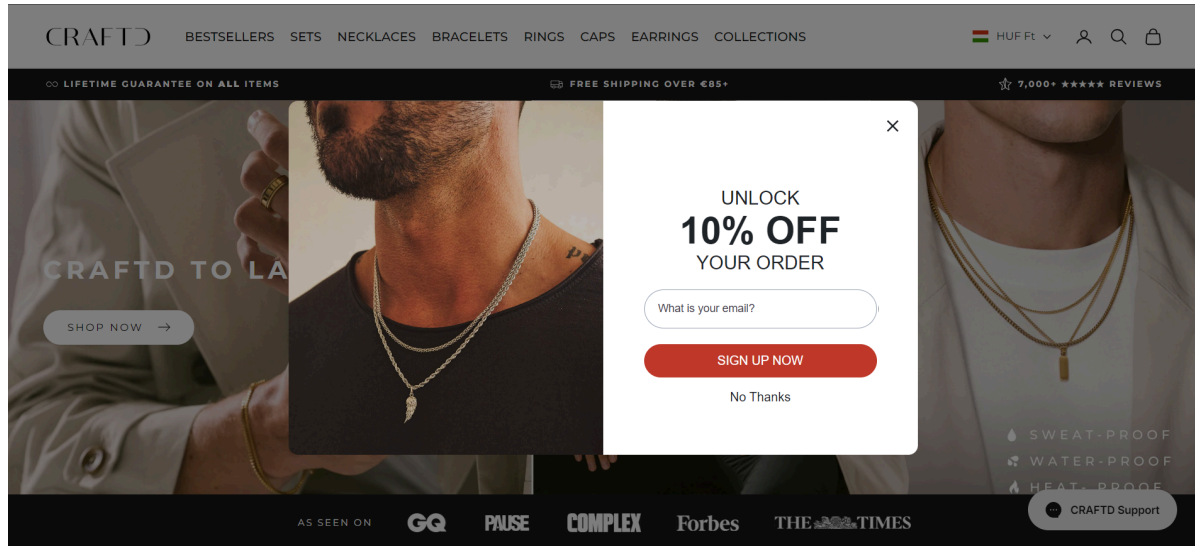
### Funnel #3



For the third funnel, I wanted to map out something personal again.

I was actively searching for a brand that produces necklaces. I came across this brand called “Craftd”, where the landing page instantly displayed an email newsletter CTA with a discount as a hook. It fulfilled the route of “valuable lead magnet + CTA” → “Buy” route.

Of course, I signed up. to the newsletter. Unfortunately, I cannot find the first email



Of course, I signed up. to the newsletter. Unfortunately, I cannot find the first “welcome email”, but the company provided “Valuable Content”, by showing the new collection, and a little story behind it, with a soft sell like: “Take a look at our collection”.



### *The story...*

For this campaign, we needed a location that captured the essence of summer... somewhere out of a movie.

A place where the days are long, relaxed, and warmth replaces routine.

It had to be Italy.

In the newsletter, there were examples of direct CTA emails as well to convert the readers into customers.

